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For additional information contact:

Sara Callahan
Carter-West Public Relations
Phone: 727-288-2159
scallahan@carterwestpr.com

Phil DuPree
President
AutoUSA
Phone: 954-769-6659
dupreep@autonation.com

**AutoUSA Study Finds Auto Dealers Increase New and Used Car Lead Value
by also Marketing Service Department**

Fort Lauderdale, Florida (July 21, 2010) – According to a new [AutoUSA](#) study, 47.6 percent of auto dealers surveyed send service marketing to new and used car leads to help get the most value out of the lead. For full results: <http://budurl.com/sqkn>

“In the past, dealers may have believed that the value of a sales opportunity was only realized if that customer purchased a vehicle. Now, in an era when extracting as much value as possible from every facet of the business is imperative, dealers are realizing the value of the *information* that each customer provides. They integrate their sales prospect information into their marketing database and, more importantly, a comprehensive marketing strategy,” said Phil Dupree, AutoUSA president.

In keeping with the theme of marketing, 71.7 percent of respondents believe that being listed on numerous third party websites when consumers are looking for a price quote from local dealers adds value to a dealer’s brand. Further, 77.6 percent of those surveyed responded that their store has a Facebook page and 53.8 percent a Twitter account. However, while these dealers see the value in appearing on consumer focused social networks and web sites, it is of note that the majority of dealers surveyed, 53.8 percent, do not participate in online dealership communities (e.g. – Driving Sales, Kain Automotive Idea Exchange) to network with other dealers to share best practices.

Participants shared their views and insights on industry trends, including online reverse auctions and buying leads by source category. Respondents showed little interest in the reverse auction system, with 49 percent responding “no” to the question, “Would your dealership participate in an online reverse auction system where dealers compete for a single consumer’s business based on price?” 57.9 percent of respondents did not think that separating out leads by category would make them more valuable.

While the market is rebounding, dealers seem more focused on maximizing the value they get from their current marketing and technology budgets rather than expanding it aggressively. 55.6 percent of the dealers surveyed do not plan to make a major investment in technology over the next 6 months. With 80.7 percent of dealers surveyed having the same person responsible for new and used car leads, the appetite for efficiency still outweighs the appetite for additional substantial investments.

The online survey, which was conducted in April and May, generated 145 responses from dealership employees around the country, including store owners, general managers, BDC managers, marketing managers, Internet managers and sales managers.

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About AutoUSA (www.AutoUSA.com)

AutoUSA, Inc., is headquartered in Fort Lauderdale, Florida, and a subsidiary of AutoNation, Inc. (NYSE: AN), the largest retail automotive company in the United States. AutoUSA is an independent third-party provider of new and used leads to thousands of dealerships. The company has built its success on a combination of advanced web-based technology and a network that includes the country’s most well respected online automotive resources, including Edmunds.com, Kelley Blue Book, MSN Autos, Yahoo! Autos, America Online, NADA Analytical Services Group, AutoVantage.com, AutoNation.com and AutoUSA.com. The vast majority of Ward’s Top 100 eDealers use AutoUSA. More information is available online at <http://www.AutoUSA.com>